



An Invitation to Exhibit in the USA Pavilion at Alimentaria 2006

**Barcelona, Spain
March 6-10, 2006**

Increase Your Sales in Europe and the Mediterranean

Alimentaria is a food and beverage trade event held biennially in Barcelona, Spain, a city famous for its innovative Mediterranean-inspired cuisine. Barcelona is an ideal place to launch new products or strengthen current business ties in the entire European-North African region.

Growing with each edition, Alimentaria will be the most important food show in Spain in 2006, and will likely rank among the three largest in Europe. Alimentaria 2004 welcomed more than 4,000 exhibitors from every corner of the world and attracted some 145,000 professional buyers, nearly a third of which were from outside of Spain.

Exhibitors in the USA Pavilion

Participation in the official USDA-endorsed USA Pavilion at Alimentaria 2006 offers the prestige and visibility of exhibiting with other U.S. companies while maintaining your own identity – your individual booth with a cost effective, complete service package. Services and amenities to all USA Pavilion exhibitors include professional guidance and total logistical coordination in the United States and on-site in Barcelona, prime location on show floor, strong USA identification (focal point for importers and brokers), USA Pavilion Business Lounge, marketing support services, and more.

Exhibitors in the USA Pavilion at Alimentaria 2004 reported projected 12-month sales at about \$34 million through the 265 serious trade contacts made during the 5-day event. Products exhibited ranged from food ingredients to consumer-ready products.

Best Product Prospects

The Office of Agricultural Affairs at the American Embassy in Madrid has identified the following as best product prospects: nuts, dried fruit, snack foods, processed fruits and vegetables, seafood, and any other high quality, wholesome, and natural products associated with the Mediterranean diet.

Plan Now!

We recommend that you make your plans **now** to attend Alimentaria 2006. Contact Sharon Cook in the USDA/FAS Trade Show Office at 202-720-3425 or e-mail Sharon.Cook@usda.gov.

www.fas.usda.gov